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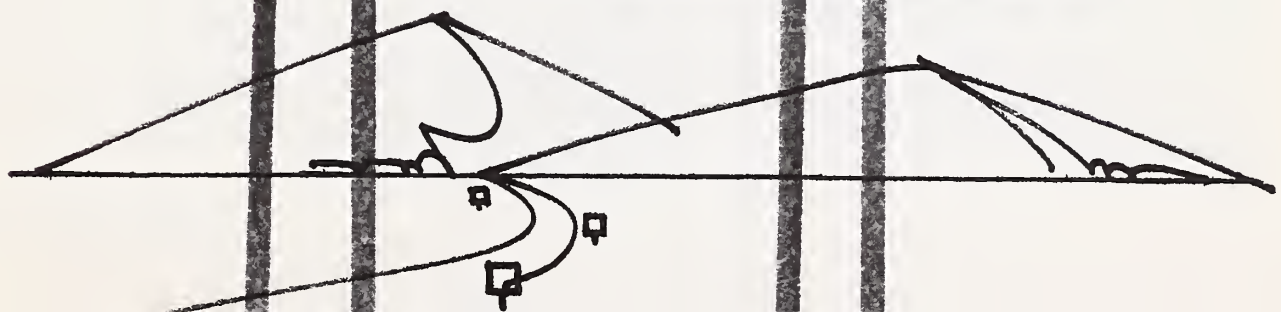
RECREATION
AND TOURISM
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EXTENSION SERVICE
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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

EARL L. BUTZ
Secretary of Agriculture

EDWIN L. KIRBY, Administrator
Extension Service

Prepared in
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EXTENSION SERVICE

REVIEW

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CONTENTS

	Page
4-H looks ahead	3
Farmers help save a lake	6
Mobilizing for an emergency	8
Recreation—potential for growth	10
A new look for Georgia's homemaker clubs	12
Camps offer 'opportunity'	14
Rural communities move ahead	16

A Good Life for More PEOPLE

Housing was one of the six major areas emphasized in the series of Extension Service Review articles on Extension's rural development work, which concludes in this issue. It's also the focus of the 1971 Yearbook of Agriculture, titled "A Good Life for More PEOPLE."

If you haven't seen a copy already, take time to look at one. You'll find, among other things, that six of the articles were written entirely or in part by Extension Service staff members.

The yearbook contains a great deal of information about rural development in general and housing in particular, which should be helpful to all Extension workers—agriculture, home economics, and youth staff members as well as those assigned specifically to rural development work. Housing is a concern that cuts across many disciplines.

Supplies of the yearbook for State and county offices are being sent through State Publications Distribution Officers. Additional copies are available from the Superintendent of Documents, Government Printing Office, for \$3.50 each—MAW

At 50th National Congress . . .

4-H looks ahead

What do you do when you reach your 50th birthday?

You continue planning for the future and start scheduling new long range plans and programs. That is, you do if you take your cue from the 2,000 4-H delegates, leaders, and guests who attended the 50th Anniversary of the National 4-H Congress in Chicago, November 28-December 2.

You look forward—not backward—on your 50th birthday.

From the moment Blaine J. Yarrington, president, National 4-H Service Committee, and Edwin L. Kirby, administrator, Extension Service-USDA, officially opened the 50th Congress with "Black Power" lettered on the false brick wall on one side of the stage and "Love" lettered on the other side, it was obvious the "future" also meant "change"

The banner on one wall proclaimed "4-H Bridges the Gap"—the theme of the Golden Anniversary Congress.

If you had attended all 50 of these events in Chicago like Paul C. Taff has, you would have observed many changes during the growth and development of the Extension Service's youth program in this period.

Some of the changes this 85-year-old 4-H leader from Iowa has seen and helped bring about include:

—increased emphasis on developing the total individual 4-H member rather than emphasizing the project.

—broadened scope of 4-H projects beyond the early ones, which were oriented to livestock and crops for boys and to food preservation and clothing for girls.

by
Ovid Bay
*Agricultural Information Specialist
Extension Service—USDA*

Continued on page 4



Paul C. Taff, second from right, is an 85-year-old 4-H leader from Iowa who has attended every 4-H Congress. Here, he tells some of the 1972 delegates about the changes he has seen over the years.

"Not only have we added projects in new and advanced areas for the 4-H member today, but we have also added educational depth," says Taff. "For example, livestock projects now include more on nutrition, breeding, management, and marketing than they did in the early years."

"Home economics projects include money management, consumer education, and nutrition as well as how to preserve food or make a dress. Many girls today design their own clothes rather than use a pattern."

4-H girls want the public to understand the depth of their projects. One girl from New Jersey was selling buttons for 25 cents which said "4-H Ain't All Cows and Cooking."

—addition of projects such as public speaking, photography, leadership, bicycle, automotive, consumer education, home furnishing, home management, and others like snowmobiling (Minnesota), community pride (Idaho), Reach Out and Touch (Iowa), and best community (Louisiana).

But these have not been added at the expense of earlier conventional projects, says Taff. He explains that the "4-H concept" should be broader than the "champion or blue ribbon concept" and include leadership, management, profit, and other educational benefits for the 4-H member today. He also points out that many of today's nonproduction projects reflect the full range of program dimensions of the 50 States.

—more involvement of 4-H members in planning the National 4-H Congress. Four regionally representative 1970 Congress delegates talked with other past delegates, State and local 4-H leaders, and prospective delegates and also reviewed evaluation forms in preparation for the 1971 Congress planning session. From their discussion came the idea for delegate seminars and additional educational tours.

These planners went so far as to pick the topics which are of concern not only to 4-H'ers—but to all youth today. The 10 seminars were on community devel-

opment, communications, environmental ecology, politics, poverty, race, religion, personal development, economics, and health. You can't get much more involved in today's problems than these topics indicate.

The young planners also suggested adult discussion leaders to get the groups started. Congress delegates served as coordinators of each group.

This part of Congress was a highlight for most of the participants. Several delegates said that being given the opportunity to exchange ideas on things of concern to them was definitely the week's most exciting aspect.

President Richard M. Nixon was the first U.S. President to address a National 4-H Congress. The highlight of his speech to 4-H'ers stressed the active involvement by today's youth. He told them, "America is moving to take you into full partnership as individuals." He said that young America has passed its stormy night of recent years into a bright new morning.

"Our new Town and Country Business 4-H Club, which was initiated by teenagers (only half of them former 4-H members) who want to know more about business, is an example of where broader concepts can lead 4-H," said Paul Hothem, County 4-H Extension agent, Knox County, Ohio. Members of this new club visit banks, businesses, and agribusiness firms.

"Probably 25 percent of the 4-H projects in Knox County are new and different compared to 5 years ago," estimates Hothem. "But projects such as self improvement, money management, community service, and child care have not been added for our 1,800 4-H members at the expense of agricultural projects."

"We are expanding our membership beyond the rural areas with new projects and programs. The challenge is to find and develop volunteer leaders for these new programs—especially men leaders for horse and dog projects."

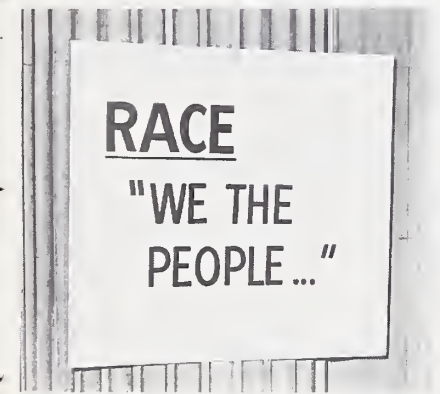
"Bicycle clinics and similar projects broadening the scope of 4-H educational leadership and techniques have given 4-H a good image in our communities,"

Animated discussion groups, like the one pictured opposite, resulted from the relevant topics the youth planners chose. Delegates could attend two from the group of 10 which included those shown here.



says Masashi Yamanka, 4-H volunteer leader with 7 years' experience at Hilo, Hawaii. He believes there will be enough volunteer leaders to assure continued growth of the 4-H program in Hawaii.

"We will see an accelerated trend by the Extension Service to hire a full-time youth agent who has been trained professionally to work with youth rather than assigning the new assistant agent to the job," believes Joe McAuliffe, State 4-H leader, Minnesota.



"This 50th anniversary illustrates 4-H accomplishments due to the co-operation of the public and industry with the Extension Service in developing the youth in the U.S.," said Administrator Kirby.

"The National 4-H Congress has been conducted for 50 years by the National 4-H Service Committee and the Cooperative Extension Service with emphasis on education, inspiration, and recognition. This is made possible through the generous support of over 60 companies and foundations which sponsor specific award programs. Nearly 75,000 4-H'ers have used these awards to attend the Congress over the years."

The 250 adult leaders at the 50th Congress viewed exhibits of 4-H educational materials from 40 States. The leaders from Arkansas, California, Iowa, and Maryland discussed plans they will use to implement improved 4-H programs in the seventies.

National 4-H scholarships reached an all-time high of \$179,000 in 1971. Dan Austin, Colorado, winner of a \$700 scholarship at the National 4-H Congress, summed up the value of the 4-H National awards program when he said: "I will use this scholarship to major in agricultural economics at Colorado State University to 'make tomorrow happen'—4-H has made my tomorrow!"

No doubt the next 50 years will see changes in projects and programs with increased emphasis on development of the 4-H member as an individual. The goal remains—a better tomorrow for more U. S. youth. □

"I believe 4-H projects for girls will continue to allow more flexibility with more educational opportunity for the individuals," says Loretta Cowden, assistant administrator for home economics, Extension Service-USDA.

"We will see a major increase in support for volunteer leaders in the future as we continue to develop programs to serve all races and income groups," said Dr. Dean Vaughan, ES-USDA's assistant administrator for 4-H Youth Development.

Who are today's 4-H members and where do they live?

Of 4,080,000 now enrolled in 4-H, about 26 percent are from families with incomes below \$3,000 and 17 percent are from minority races.

About 35 percent of today's 4-H members live in farm homes, 42 percent in towns with less than 10,000 population, 13 percent in cities with 10,000 - 50,000 population, 5 percent in suburbs of cities of more than 50,000, and 5 percent in cities with more than 50,000. The ratio is 58 percent girls and 42 percent boys.

He said, "This will give 4-H more priority at the staffing level and it ties in with the expanded training program for leaders planned by the National 4-H Center in Washington, D.C."

"We'll be adding projects relating to the behavioral sciences in the future. The climate was never better to move ahead with expanded programs," said Frank Graham, Missouri State leader and chairman of the ECOP 4-H Youth Subcommittee.

43006-7. Jan. 1972

Farmers help save a lake

"Lake Mendota Pollution May Prompt Council Action" the newspaper headline warned one warm summer's day in 1970. But this wasn't the first time the spotlight had been focused on the lake's water problems. Growing public suspicion about declining lake water quality had been confirmed by studies conducted on the University of Wisconsin campus, which stretches along 2 1/2 miles of the lakeshore.

Lake Mendota, within sight of Wisconsin's State capital, Madison, is often clouded by tons of incoming silt and choked by algae and rooted aquatic plants which have prospered from an overenriched nutrient diet.

The cause of these problems is apparent to those who have investigated them—an intensification of urban and rural activity within the watershed. The growth of people and livestock, especially during the last 50 years, has transformed the natural landscape into a patchwork of cultural patterns.

In response to this intensive human occupation, the lake is suffering from *cultural eutrophication*.

Recently the urban community initiated its own lake improvement programs, such as diversion of municipal sewerage effluent, regulation of storm sewer discharge, and channel restoration.

It was said, however, that the lake could never be rehabilitated completely unless the agricultural community also developed an education-action program to abate pollution.

In response to this need, the Lake Mendota Watershed Project was developed to provide farm owners and operators with an opportunity to aid in the total lake cleanup effort.

The project has three primary objectives:

- to stimulate greater use of traditional soil conservation practices;
- to promote better management of barnyard and feedlot runoff; and
- to encourage winter use of farm animal waste storage structures.

This third objective is the most challenging one.

A Report on the Nutrient Sources of Lake Mendota was published by the Lake Mendota Problems Committee in 1966. It concluded that within the Lake Mendota Watershed "manured lands very likely contribute the major portion of the soluble inorganic nutrients and phosphorus to the surface runoff."

The estimate was that 30 percent of the phosphorous (plant growth stimulant) which entered the lake came from runoff from manured land. The report pointed out specifically that "the use of manure on frozen land can result in relatively large doses of nutrients in runoff waters."

Based on the report's conclusion a program plan was designed to establish a special farm pollution abatement practice within the Lake Mendota Watershed. It would provide for the use of Federal cost-sharing dollars for the construction of winter manure storage structures. Farmers with such facilities would not have to spread manure on frozen fields.

The request for a specially financed pilot demonstration was approved by the Agricultural Stabilization and Conservation Service. Beginning in May 1970, farmers qualified for up to \$2,500 of Agricultural Conservation Program funds to be used "where a storage facility for barnyard manure is needed as an integral part of an orderly manure disposal system to reduce water pollution."

With this financial backing, and the technical guidance of the University of

Wisconsin Agricultural Engineering Department and the Soil Conservation Service, the Dane County University Extension office began the task of implementing the program.

A massive educational effort was begun to enlist the support and cooperation of watershed landowners. This educational effort did not appear to be an easy one, because in the past farmers had been advised to spread manure on their fields every day all year long. Traditional attitudes and habits are not easily changed.

A series of informational meetings helped explain the project. Newspaper reports, coupled with television and radio programing, further publicized the project's objectives. A bimonthly "Lake Mendota Watershed Newsletter" was mailed to every landowner or operator to sustain interest in the project.

The message was well received, and response was greater than anticipated. Twenty-seven applications for cost-sharing on animal waste storage structures were received during the first project year.

All the applications were processed in the same way:

- a committee visited the applicant farms to determine whether there was an obvious need for such a structure,
- an appropriate site was selected,
- the structural plans were designed and drafted,
- the (SCS) farm conservation plan was reviewed,
- the plan was submitted to financing and regulatory agencies for approval,



At left, a landowner points out to County Agent Last (right) how the site selected for a waste storage facility relates to the overall farm conservation plan. Below, Last watches one of the pioneer farmers in the project demonstrate the filling procedure for his waste storage structure.

- the construction was completed and the performance certified, and

- the cost-sharing payment was issued to the farmer.

Seven animal waste storage structures were built during the first project year. The structures are either below-ground liquid manure tanks or above-ground manure stacking structures. They have an average storage capacity for 100 dairy cows over a 180-day period. Each structure costs about \$4,870.

While all the applicants recognize the environmental benefits of participating in this program, they have not overlooked the economic implications. They save not only time and effort but also reduce wear and tear on waste disposal equipment by not using it in inclement weather.

The first project year was only 6 months long—a relatively short time to organize, publicize, and implement a new and different program. Considering this time span, progress in 1970 was quite remarkable. The 1971 program continues to enjoy similar success.



The Lake Mendota Watershed Project not only provided a measure of solution to a local problem, but also demonstrated to the State of Wisconsin and the Nation as a whole that farmers can and will resolve their agri-pollution problems.

Valuable lessons have been learned from the project which have facilitated

the orderly and efficient expansion of similar programs elsewhere.

In short, the Lake Mendota Watershed Project is a glimpse into the future to the day when it will be technically possible, economically feasible, and environmentally essential to resolve farm pollution problems. □

When an emergency strikes, the full resources of Texas A&M University, the Agricultural Extension Service, and the Experiment Station are quickly assembled and brought into full force to help.

This was the case recently when Venezuelan equine encephalomyelitis—VEE—threatened the Nation's horse industry as it moved rapidly from Mexico into Texas. The sleeping sickness, often fatal to horses, also affected humans as it spread faster than expected and caused a national emergency.

The disease sparked concern and interest of Texans and Southwesterners

like few problems have in recent years. It resulted in massive vaccination programs for horses as well as mosquito control campaigns in coastal regions.

Resources of Texas A&M University's research, Extension, and College of Veterinary Medicine had been brought into action to help create awareness of the problem even before it moved northward from Mexico.

News articles and radio tapes featuring Extension specialists, the staff of the College of Veterinary Medicine, and Experiment Station researchers had been prepared and distributed by the Department of Agricultural Information (now Communications) to news media outlets before a Joint Federal-State Task Force moved to Harlingen to try to halt the spread of the disease.

The VEE Task Force worked with the Extension Service and horse industry leaders to create awareness of the rapidly changing VEE situation. Information assistance was provided by the area information specialist at Weslaco, entomologists, and livestock specialists who met with Task Force members to increase inputs about the local situation.

And Dr. Jim Olson, Experiment Station medical entomologist, worked in the affected area and with the Federal-State VEE Task Force, as did several members of the College of Veterinary Medicine.

The Extension information specialist for South Texas helped U.S. Department of Agriculture information officers keep news media outlets informed about the rapidly changing VEE situation, and prepared and sent background information to county agricultural agents serving Texas' 13 southernmost counties.

Willacy County Agent Lin Wilson, below left, records information about the VEE vaccination of this rancher's horses. The county's coordinated efforts kept losses from the disease to a minimum.



Mobilizing for an emergency

by
Mary K. Mahoney
Associate Editor—Mass Media
Texas A & M University

VEE vaccine was released to these 13 counties on June 27, and Extension agents held a joint meeting with the Task Force to coordinate information about the overall program.

Meanwhile, Joe H. Rothe, assistant Extension director, had assumed leadership for coordinating VEE educational efforts of county agricultural agents across the State. Rothe is also the State agricultural agent.

Dr. John E. Hutchison, Texas Extension Director, was requested by USDA to expand Extension's role even further as the epidemic swept into Texas from Mexico, taking a heavy toll of horses in the lower coastal counties.

Rothe led the planning for the expansion. Local county agents and their Program Building Committees and horse industry leaders worked with local practicing accredited veterinarians in setting up mass inoculation centers to expedite vaccination of horses and related equine.

Rothe also worked with Extension leaders to plan and implement a daily report program. Extension agents and their local horse subcommittees and other industry leaders inaugurated the daily system of reporting to identify the numbers of sick and dead horses, and determine locations hardest-hit by the disease.

Rothe telephoned district agricultural agents for the 12 Extension Service districts of the State to set up the reporting network for the 254 counties. The district agents immediately followed up with phone calls to all their county agricultural agents.

The county staffs, in cooperation with local practicing accredited veterinarians and horse industry leaders, had each county's chain of communication established within 2 days.

Local reporting groups contacted the Extension offices before noon each day giving the count of sick or dead horses observed. The county agent or his secretary reported the information to the District Agent, who in turn contacted Rothe. The Extension leader reported

the information to the VEE Regional Emergency Office in Houston.

Long before the Extension reporting system was set up statewide, county agents had played an important organizational role in each of their counties as VEE vaccine became available.

Here's how County Agent Lin Wilson of Raymondville and his horse leaders mobilized forces to get the vaccination job done quickly in Willacy County.

Wilson coordinated with the two local practicing veterinarians to create awareness of the need to vaccinate animals quickly. All mass media outlets of the county and surrounding areas were used effectively in this campaign, and horse owners were advised of the vaccination schedule which would be used.

The county horse advisory group worked with large ranches on an individual basis. They established time schedules for these ranches to have horses in corrals so that the veterinarians could save time and vaccinate all horses on one visit.

Owners of one or two horses were contacted on a community basis. County Agent Wilson and key horse leaders advised each horse owner to have his animal or animals in a corral at a given time during the specified community vaccination date. The community horse leaders accompanied the veterinarians to each community location. This system worked quite efficiently, Wilson said.

The county agent also was named coordinator for the county program and worked with the county judge, commissioners, and other groups to formulate plans. He and members of the commissioners' court and county health officials organized a plan for disposing of animals that died from the disease.

Wilson also kept in daily contact with the veterinarians, local doctors, and health officials to keep current on the rapidly changing VEE situation.

Wilson discussed mosquito control measures on his radio programs and in his news releases. He emphasized that some horse owners might want to consider placing their most valuable animals in screened stalls for 14 days after

vaccination to prevent contact with mosquitoes.

The county agent and his coworker, Louise King, county home demonstration agent, made good use of an educational bulletin, "Don't Take a Chance With VEE." It was prepared by the educational services division of the Texas State Department of Health at the request of the Extension area information specialist at Weslaco, Mary K. Mahoney.

The Health Department printed the brochure and mailed thousands of copies to the District 12 Extension Office for distribution to families in the 13 southernmost counties, 4-H horse groups, and other horse owners.

After these counties had received an adequate supply, other copies were distributed throughout the State.

In Willacy County, Miss King and nutrition aides distributed the VEE bulletin to 4-H'ers and producers, Home Demonstration Club members, families involved in the Expanded Nutrition Program, and all other interested persons. Mass media called attention to the fact that the educational material was available at the Extension office.

The success of the Willacy County effort is indicated by the fact that only seven horses were reported dead there, with only five of these showing VEE symptoms.

At the peak of the battle against VEE, more than 4,000 workers were fighting the disease—including veterinarians, Extension Service, animal health officials, other State employees, and Federal personnel from across the Nation. More than 1.7 million horses had been vaccinated by late August, when eight new States were added.

Additionally, more than 8 million acres of the Texas Rio Grande Valley and Gulf Coast areas of Louisiana and Texas were treated to control mosquitoes. The U.S. Air Force treated about 25 percent of the acres, and private contractors sprayed the rest.

Wherever a special need arises, the State's land-grant university is quick to mobilize all of its resources to help solve the problem. □

by
Clarence D. Edmond
State CRD Leader
and
James E. Williams
Area CRD Specialist
University of Arizona

Recreation—potential for growth

Recreation and tourism is the fourth largest source of income in Arizona. Seventeen million travelers spend about \$500 million annually in the State, directly providing jobs for about 45,000 people.

But each traveler in Arizona spends only about \$29, compared to \$140 in California and \$383 in Hawaii. By convincing guests to stay another day, the State could increase its recreational income sharply.

Northeastern Arizona, covering about 250 by 160 miles, boasts some of the State's major tourist attractions. Much of the land is in Indian reservations and national forests, with only about 16 percent under private ownership.

Since the first Overall Economic Development Plan was drawn up in 1962, recreation had been recognized by Extension as a major but much underdeveloped enterprise.

The area's population is composed primarily of Indians on three reservations and whites off the reservations. Although a 1961 survey showed that one-third of the heads of households off the reservations had lived in the area less than 5 years, we found a rather stable core of leadership.

Thus, due primarily to leadership quality and the area's underdeveloped resources, the State's first Extension area community resource development specialist, Jim Williams, was placed in this area in 1966.

To help carry out Extension's new program, an agency advisory committee and a leadership committee were formed.

Members of the Joint Chamber of Commerce, which Williams helped organize, inspect the new ski lift that has boosted the tourist industry on the Fort Apache Indian Reservation.

The agency advisory committee was composed of various Federal, State, and local government professionals. Its main functions were informal coordination, mutual help and advice.

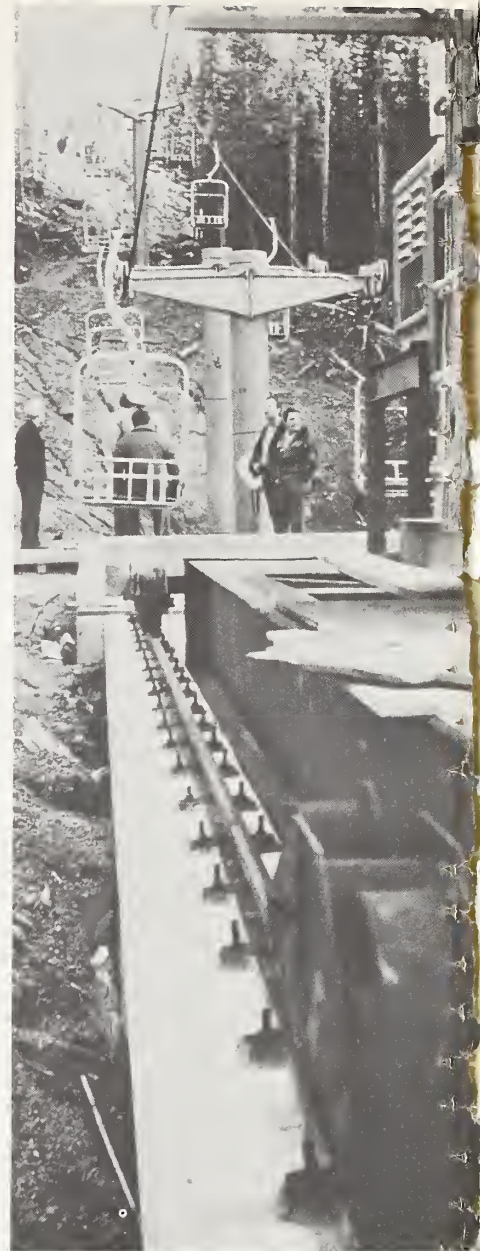
The leadership committee was identified through a survey of local community leaders in the area. Its major functions were advice and legitimization. In addition to these two committees, Williams worked with existing organizations in helping develop and carry out projects.

With the help of these advisory committees, Extension decided to make a major educational thrust in recreation.

Due to limitations on manpower and university backup, the prime audiences chosen to work through and with were county and local governmental officials, Federal and State agency professionals, and selected persons in private enterprise who were likely to take advantage of the recreational opportunities.

The objectives for the recreational thrusts were:

- to get these groups to understand the need for additional educational efforts in recreation, and
- through their efforts, to stimulate new development of recreational facilities and improved services.



The central messages were:

—Recreation is already one of the major enterprises in the area,

—The area's natural resources and its proximity to densely populated areas show a great potential for further recreational development, and

—Here are some of the better recreational opportunities for the area.

These were repeated in many ways during the next several years.

Since we were to work with and through local leaders, we decided to em-

This article concludes the 6-part series giving an overview of Extension's rural development work.

phasize workshops and meetings. Personal contact was especially important at first, but the telephone, direct mail, and circular letters were used extensively throughout the period. Newspapers were the primary media for keeping the public informed.

Educational efforts emphasized leadership improvement, awareness of recreational opportunities in general, and information on good ideas for development.

The leadership improvement efforts included 10 meetings and workshops plus proceedings, work with professional and lay leaders, and orientation and counseling on recreational opportunities.

General awareness of recreational opportunities in the area was developed through 19 meetings and workshops plus proceedings, 17 community inventories, development of over 500 slides of the area, brochures, numerous news items and letters, and individual work with leaders.

Following are some results of a few of the specific recreational ideas which Extension encouraged:

Prehistoric Indian Ruins—Soon after Jim Williams began work in the area, he became interested in the many prehistoric Indian ruins. Could they be saved from vandals and at the same time serve as a tourist attraction?

He discussed the ruins and his ideas with local leaders and with university professors. Archaeologists from the University of California at Los Angeles became interested.

Last summer, a team from UCLA began working on what appears to be a long-term project with local leaders in conducting an extensive survey of the ruins.

Placemat—In mid-1966, Williams and Edmond conceived the idea of emphasizing the area through a placemat.

Local governments and Indian leaders cooperated, and 25,000 copies of the placemat depicting the area's major tourist attractions were produced.

Since then, placemats have been developed in six different towns in the area.

Lakes and recreation complexes—In 1966 a team of university specialists spent 2 days in the northeastern area consulting with city officials and other local leaders on recreational and industrial potentials of the area. Recreational complexes were proposed for Woodruff and Lyman Lakes.

Later, Williams and others worked closely with leaders to develop ideas and plans for lake developments at Winslow, Concho, Cottonwood Wash, and Clear Creek.

Although the Winslow Lake plan was turned down by the city council, it probably will be on the next city ballot.

The Woodruff Lake and recreation complex received much local support, but when the cost estimates proved to be far below actual cost, the project was postponed indefinitely.

Concho Lake, however, is being developed. A new lake is being added, along with subdivisions and a golf course.

Work is in progress on Lyman Lake, Cottonwood Wash Lake, and Clear Creek.

Tourist services—Many of the area's service personnel knew very little about the area, yet few had received training.

To help change this, five training brochures were developed. One was a general brochure pointing out the importance of tourism and the need for training service personnel. Of the other four brochures, one each was designed for service personnel in hotels and motels, restaurants, retail stores, and service stations.

Many of these brochures were used in the area for training schools.

Campgrounds, playgrounds, parks, swimming pools—Early in 1967, Williams helped three communities determine cost and layouts for swimming pools.

Williams also helped local leaders select sites and layouts for playgrounds and recreational areas.

Noticing the absence of good private campgrounds in the area, Williams called this to the attention of leaders and included this item as part of a recreation workshop. Five privately-owned campgrounds are now in operation.

Joint chamber meetings—To help further coordinate recreational development and keep interested persons well informed, Williams organized the Joint Chamber of Commerce which included chambers of commerce in Apache and Navajo Counties and representatives of the various Indian tribes.

This group meets semiannually at various locations throughout the area. It is concerned primarily with improving tourist attractions and recreational development.

Winter sports—The White Mountain Apache Tribe and the Forest Service have been working for years to further develop recreational opportunities along the Mogollon Rim.

Williams studied the situation and suggested a further increase in winter sports. The White Mountain Apaches now have a new ski complex which includes all accommodations needed for year-round recreation.

Given some data about what better recreation and tourism can do for them, communities generally are eager to pick up the ball. With a little guidance and encouragement—preferably, but not necessarily, from a full-time Extension recreation specialist—they can make important progress in this area of community development.

Nationwide, Extension helped about 3,050 different communities and groups with recreation and tourism education in fiscal 1971.

The more than 4,750 projects these communities undertook benefited from 81 man-years of Extension's time.

What's happening in Arizona is happening and can happen elsewhere, too—wherever rural development can be enhanced by more attention to recreation and tourism. □

by
J. P. Carmichael
Extension Editor
University of Georgia

A new look for Georgia's homemaker clubs

Georgia's Homemaker Clubs are making a dramatic comeback. Enrollment has increased by more than 38 percent in a year.

Changing times brought troubled times to the old Home Demonstration Clubs which had served Extension so well for many years. Enrollment, which had peaked at around 60,000, drifted downward and then dropped abruptly to an all-time low in 1970.

The traditional concept of all Extension homemaker club members joining a community club, meeting once a month, and devoting at least one-third of their club meeting to organizational work no longer appealed to potential members.

Leaders and committees from all counties were brought together to restructure the home economics program and to rewrite the constitution and by-laws for the homemaker organization so that more women would have an opportunity to participate.

Mrs. Martha Jones, State Extension home economics leader, and other Extension personnel realized that they had to "get with it." They did just that with a "Come Alive" program for homemakers.

"Living—that's what it's all about—for 24 hours a day," they said, and the homemakers of Georgia began to listen and to recognize that the Extension home economics program had something worthwhile to offer them and their families.

Mrs. Jones gives credit to three approaches—one new, one old, and one re-emphasized—for revitalizing the club program. But first of all there was the change to a more meaningful name

—from the Home Demonstration Club, to Extension Home Economics Club to the present Extension Homemaker Club.

Homemakers who were satisfied with their present clubs were allowed to keep the traditional format of regular programs. The change was up to them.

But for the busy, modern homemaker, a new approach was needed. So it was decided to open the membership to homemakers who would like to have information about homemaking without tying themselves to a regular schedule that might conflict with their routine.

This new type of member enrolls for work-study programs she's interested in. She may enroll in one or more such programs that may be taught for 3, 5, or even 16 weeks.

Regardless, she'll receive a monthly newsletter from the county Extension home economist (100,000 such newsletters are distributed monthly.) She'll also have the privilege of attending county, district, and State council meetings.

To help the county Extension home economists carry on this program, training of local leaders has been re-emphasized and intensified. Program packets and other educational materials have come at an increasing rate from the State staff specialists.

Now membership is "on the upward trail" again, having gone already from 12,090 to about 16,700. The goal is 50,000 by 1974, the 50th year of the organization.

Mrs. Mollie Kate Ward, Georgia's State council president, emphasizes that a homemaker can be a member of an individual club, a county member, or



both. She can participate to the fullest, or only in the work-study course of her choice. She can go to monthly club meetings or never go to a club meeting.

Every club member or county member receives a monthly newsletter and free information and publications on nearly every phase of home economics. Upon payment of county dues, a homemaker automatically becomes a member of the district, State, and national homemakers councils.

"Georgia women," Mrs. Ward says, "are truly 'coming alive.' They want to be a part of a wide-awake and up-to-date program, and that is just what we have to offer every homemaker in Georgia. The need to tell the Extension homemaker's story and to inform all homemakers just what we have to offer is taking top priority.

people with approximately 100,000 women.

Through the organized club program, DeKalb Extension was reaching regularly less than one-fourth of 1 percent of the potential audience.

One problem that existed during the heyday of the club-oriented programs was that of nonmembers wanting to attend something—anything. All that was really available to them was the Extension home economics clubs and an occasional special interest class.

Visiting a club usually turned out to be a disaster for the person interested only in the program. Much of the allotted time was devoted to club business and little was left for the educational program.

Women in DeKalb County are completely urbanized. They are caught up in a whirlwind of activity. Willing or not, they find themselves busy, involved, harrassed, confined to a schedule. The last thing they need or want is another club, another organized group, another committee meeting, another service project, another obligation.

Something desperately was needed—something that would meet the needs of as many homemakers as possible, would not obligate them to giving up more time, and would be really worthwhile. This is where the new county council with flexible membership fits in.

Until recently there had been no full-scale publicity campaign or membership drive. Enrollment grew simply by word of mouth. On January 1, 1971, 284 people were enrolled in Extension home economics clubs. On September 15, 1971, membership in the Extension Homemakers Council was 507.

Today that enrollment figure is wrong, because it changes daily. No day has gone by without at least one new member being added; usually it is five, six, or ten.

The members run the gamut in age, race, interests, income levels, and educational background. They come together to attend programs that they are interested in.

Some programs have even involved a few of the disadvantaged homemakers enrolled in the Expanded Food and Nutrition Education Program. Some of them who have been enrolled in the program since its beginning in 1969 have made substantial progress in finally being able to relate to groups and group activities.

Activities of the DeKalb County Council started in February 1971. There have been at least two programs each month, often more. More than 1,200 people—men and women—have attended.

The Council is divided into 12 study groups. These areas include just about every aspect of a homemaker's interest, both in and outside of the home. Prospective members fill out the application and check the study groups which interest them.

The new member's name is added to the general list as well as to the study group enrollment. Notices of activities go out to study group members before press releases are sent. The responsibility of registering for the activities rests on the homemaker.

A monthly newsletter to each member contains a brief notice of upcoming activities. This way the member is made aware of activities outside her group. The newsletter also goes to women's editors of local papers, giving them an opportunity to publish news of things to come and a chance to cover activities for a feature story.

The best part of the Council is that it is a vehicle for reaching people. Extension has something to offer that meets their needs and interests. People are responding because it is interesting and different and there is no obligation on their part.

The women also come because their husbands are welcome to join them and because a babysitter is provided.

"We have come a long way in this new program," Mrs. Mason says, "but there are many obstacles still to overcome. Our goal is the involvement of 100,000 homemakers and 380,000 people. The only problem we can't solve is finding a place large enough to put them in if they all decide to come." □

At left, Mrs. Marjorie Mason (left), DeKalb County Extension home economist, explains the new Homemakers Council program to a prospective member. Having a competent babysitter, like the one below, at all DeKalb County homemaker meetings makes a big difference in attendance.



"Once the homemaker knows of the vast volume of educational information available to her through membership in our organization, she wants to be a part of our 'Come Alive' program."

Let's look to Mrs. Marjorie Mason, county Extension home economist in DeKalb County, one of Georgia's most urbanized areas, to see how the program's working for her:

Prior to January 1971 the Extension home economics program in DeKalb County had operated on a home economics club system with 15 organized clubs participating. Enrollment for 1970 was 277 in a county of some 370,000

Brushing teeth, showering, and snuggling between clean sheets—everyday activities for most children—were new experiences for many of the 4,250 disadvantaged children at West Virginia's 23 opportunity camps last summer.

County Extension agents helped conduct most of the camps, which were planned by various county agencies: community action associations, welfare and health departments, boards of education (Title I personnel), church groups, and Extension.

Funds for the camps came from the State Office of Economic Opportunity and Appalachian Regional Commission through the Governor's office.

The name "opportunity camps" describes their purpose: to give youngsters an opportunity for new experiences such as using modern facilities and eating good food.

Most were weeklong residential experiences, but day camps have been tried, too. In Fayette County, 340 youngsters were bussed to school playgrounds for six 2-week day camps.

Under the coordination of county Extension agents, Berkeley County provided two weekend opportunity camps and a series of special group meetings for 105 sixth graders, climaxed by a spring weekend camp with emphasis on personal problem solving and guidance.

Field trips were included in many of the camps. Places visited included State parks, a dairy farm, an exhibition coal mine, a game farm, and a college campus.

The high school and college students serving as counselors in the camps find it challenging to work with the children.

"You really feel you've accomplished something after working here a week," commented Mary Burns, a 4-H'er who volunteered to counsel and teach crafts at a Nicholas County camp. The high school senior has worked at regular 4-H camps, too, but feels she gets more out of helping the opportunity campers.

Nicholas County has had opportunity camps for the past 6 years. For his role in developing several of the camps there, Rush Butcher, 4-H agent, received a

Camps offer 'opportunity'



West Virginia University dental student David Edwards shows an opportunity camp participant how to properly brush his teeth. Both campers and dental students benefited from the experience.

superior service award from the U.S. Department of Agriculture last year.

The State's largest opportunity camp involved 380 youngsters between 9 and 13 years of age in the central West Virginia counties of Doddridge, Harrison, Lewis, and Upshur.

Many of the youngsters had not regularly experienced eating three good meals a day, owning their own toothbrush, or shampooing their hair. For

most, it was their first camping experience.

Participants were recruited by agencies which work with their families. Many of the youngsters are enrolled in

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Extension's youth nutrition program or their mothers are participating in the Expanded Food and Nutrition Program. Fifty professionals and teen and adult leaders staffed the weekend camp.

While conducting a camp just for the camping experience has some value, camps can be an effective setting for informal education. The Central West Virginia Youth Opportunity Camp planning committee, made up of representatives from several community agencies, decided that health information should be a major target. They decided on five areas: dental care, nutrition, skin care, clothing, and hair care.

When a representative of the committee contacted the WVU School of Dentistry, three clinical-level students volunteered to teach the campers how to brush their teeth and prevent tooth decay.

"I volunteered because I thought this was something that would help the kids improve themselves," commented dental student Tom Wilkinson.

Assistant Professor William McCutcheon, who supervised the dental health sessions, said: "The opportunity was valuable to the students because they found that practical experience is different than just talking about health education. It will give them a new perspective in their studies."

As part of the dental care class, each camper received a toothbrush and toothpaste. Each was shown how to properly brush his teeth and was given an explanation of the importance of regular brushing and care.

Food and Nutrition was another class

in which each camper participated. The four basic food groups, snacks, and proper eating habits were some areas included.

Emphasizing the relationship between cleanliness and good health, the skin care class included the importance of washing and how cleanliness affects complexion. After soap was distributed to each camper, all were expected to take a shower the first night in camp. Showering was a much-talked-about experience and set the tone for the remainder of the session.

The planning committee realized that many of the youngsters in camp have a limited amount of clothing. Through a clothing and grooming class, they were taught how to care for the clothing they do have and how to wisely purchase their clothes. Shoes, socks, personal items, and everyday clothes were available to those who needed them.

One evening was devoted to hair care. Several area barbers and beauticians donated shampoo, combs, and brushes, and then visited camp to show the youngsters how to clean and groom their hair. The session proved popular with both boys and girls.

Within the camp, certain problems arose. The initial plans called for only 300 campers, but 380 enrolled. This meant more supplies, added burden on staff, overcrowding in some classes, and curtailing of some items due to the budget squeeze.

Because of varied value systems, outlooks on life, and approaches to problems, some campers required special attention. Problems ranged from one boy who would not eat, to campers leaving camp; from profuse cursing and fighting to not seeing the need for using bathroom facilities.

Although there were few accidents, many youngsters arrived at camp with health problems, such as cuts and impetigo. Each camper was insured, but pre-existing conditions were not covered.

As a result of this multicounty camp, the staff has formulated recommendations for future programs:

—Allow adequate planning time. Plans

for last year's camp began about 8 months before the event. Planning for the 1972 camp is a 12-month project.

—Recruit adequate staff. The ratio of campers to staff should be about five to one. Staff members should have different backgrounds, a variety of competencies, and be interested in working with deprived youth.

—Allow ample time for staff training. Staff members received training for 1 day prior to the camp. A similar time is planned for next year.

—Provide an abundance of qualified lifeguards and medical staff. Six certified lifeguards were used in this camp, whereas two are used with other groups.

—Snacks are essential. Many campers have irregular eating habits and they get hungry often. Fresh fruits or milk are easily served and are usually popular. Two or three snacks are recommended daily.

Provide for followup programs. Campers are being provided opportunities to become involved in other aspects of Extension, school, church, and community action programs.

—Include a dental hygiene class. Without doubt, this was a most important aspect of the camp curriculum. The clinical-level students, who stayed with the campers, related well to the youngsters and were a significant part of the total camp operation.

With the support of the Governor's office, West Virginia's Extension agents and representatives of other agencies are planning to continue the camps for disadvantaged children.

"The youth opportunity camps demonstrate that several Federal, State, and local agencies can work together to provide sorely needed programs efficiently and economically," commented the director of the State Economic Opportunity Office.

And Extension Service Director B.L. Coffindaffer says that the camps have "pointed the way to get at some of West Virginia's most critical problems—by working through and with the youth who need help most." □



Rural communities move ahead

The Cooperative Extension system is placing greater emphasis than ever before on helping to solve community problems of rural areas.

During 1971, Extension assisted communities in completing 4,400 community improvement projects of a general nature and helped conduct feasibility studies on an additional 876 projects. In addition, Extension helped in the completion of 2,900 business and industrial projects; 1,500 manpower training projects; 1,900 comprehensive planning projects; 2,600 projects to improve water, sewer, and solid waste disposal systems; and 4,800 recreation and tourism projects.

Following are several examples of progress resulting from Extension assistance to community leaders to help them better perform their leadership roles in bringing together government and private resources to solve community problems.

In Cofield, North Carolina, the average family income is \$700 and 90 percent of the population is black. Recent advances include incorporation; installation of a water system; initiation of garbage collection; purchase of a 9-acre recreation tract; and promotion of a home improvement, beautification, and employment program.

Several agencies, including Extension, assisted Hillsdale County, Michigan, in its efforts to stem out-migration of industry and jobs. As a result, industry so far has committed itself to new investments of \$6.3 million in land and facilities. New jobs attendant to the commitment go a long way toward creating the 1,438 jobs county leaders estimate they'll need by 1975.

Vocational training in the Lincoln Hills area of Indiana is a good example of manpower development through rural development. Since 1969, more than 811 local people have participated. The courses are selected and offered on the basis of a survey conducted by Extension through the local human resource advisory committee. The area Extension agent works with this committee.

A particularly significant development is the increasing interest in the involvement of youth in community development. In 1971, the USDA issued a policy on involvement of youth in its development efforts, particularly in rural areas. Involvement of youth is identified in the policy directions for youth programs for the decade of the seventies. And perhaps more important, the youth themselves are pursuing such

work in increasing numbers.

State Cooperative Extension Services reported in 1971 that more than 180,000 youth were involved in 4-H community studies, development, and service projects. More than 120,000 youth were enrolled in special citizenship programs.

The Virginia Cooperative Extension Service has made rapid progress in developing and testing a major new 4-H/CRD program. A project specially funded by Extension Service-USDA in the fall of 1970 enabled Virginia to develop program guidelines and leader materials aimed at more effective involvement of youth. Testing of the materials began in 16 counties during 1971 and preliminary observations indicate rapid and enthusiastic acceptance by both youth and adult leaders involved.

Nearly 600 youth participated, in addition to a number of college students. A national workshop allowed State 4-H leaders and State CRD leaders to share the experiences and materials developed in this project.

Rural development in general benefits all residents of a community regardless of their economic status. However, numerous projects hit directly at the identified needs of low-income families.

Georgia, for example, helped organize a homebuyers cooperative for Negroes near Columbus. Because of low interest rates and long term mortgages, the families were able to buy homes which would have been cleared away for urban renewal.

In Louisiana, Extension assisted many communities in organizing and maintaining a water association. This involved assistance in loan applications and procurement of finances, training in management, etc. In addition, many communities have established day care centers for children of working mothers, maintained car pools to nearby employment, conducted cleanup and beautification programs, and helped establish community recreation programs and centers.

Looking at these examples and many, many more like them removes any doubt that successful rural community development is truly a grassroots movement. More often than not the inputs of "know-how" and a little "outside encouragement" are the decisive factors in planning, implementation, and completion of such projects. Providing such inputs is a major part of the Extension role in Community Resource Development.—WJW.